UNITED STATES DEPARTMENT OF AGRICULTURE
PRODUCTION AND MARKETING ADMINISTRATION
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YOUR FAMILY'S FOOD

For the Week of February 10, 1947

(Topics of the Week:
World Food Proposals
February Turkey
Bottle Hunt
Frozen Food Supply
Plentifuls

ANNOUNCER: Time once more for YOUR FAMILY'S FOOD, a program presented in the public service by Station _____, in cooperation with the United States Department of Agriculture. These programs are designed to keep you informed on factors affecting the family food supply...and our guest today is _____ _____, representing the Production and Marketing Administration in _____. Welcome to our microphone, _____.

PMA: Thank you, _____. Well, have you had time to digest the report of the Food and Agriculture Commission on World Food Proposals?

ANNOUNCER: Apparently not...since I'm not even sure of what you're talking about.

PMA: Oh, I think you are. You recall that the Food and Agriculture Organization of the United Nations was set up more than a year ago with the aim of freeing the world from hunger...and bringing stability to agriculture. The organization was faced with the famine emergency, and turned its attention to that first. But

PMA: (continued) meantime, ways and means were investigated for a long-range program.

ANNOUNCER: Sure, I recall that part. Then they held a meeting last fall in Denmark and proposed a World Food Board.

PMA: Yes...but some nations felt that there might be a better means of attaining the FAO objectives. Accordingly, a Preparatory Commission on World Food Proposals was set up to consider various plans whereby all nations could cooperate in solving the long-term problems of international food and agriculture.

ANNOUNCER: And it's this Preparatory Commission's report you're talking about?

PMA: Yes. I think the Commission, in its discussions, brought a wider understanding among all the nations represented. In fact, Norris E. Dodd, who is Under Secretary of Agriculture and the United States member of the Commission, declared that even if there were no other result, the Commission's study and report would be worth a great deal from that standpoint alone.

ANNOUNCER: At the same time, it's certain that the world food situation needs attention...so I hope there were other results.

PMA: You're right about the world food situation. D. A. Fitzgerald, Secretary-General of the International Emergency Food Council, declared the other day that since October, the continued seriousness of the world food situation has become more and more apparent, and it is actually worse than was expected three months ago.

ANNOUNCER: In view of that, then, what proposals were made by the Preparatory Commission?

PMA: Well, of course we don't have time to discuss the whole report. As I said, FAO member nations agreed upon two long-term objectives. In their own words, these are: "Developing and organizing production, distribution, and utilization of basic foods to provide diets on a health standard for the people of all countries"...and, secondly..."Stabilizing agricultural prices at levels fair to producers and consumers alike."

ANNOUNCER: Those certainly call for real international action and cooperation.

PMA: That's right. The United States, through Mr. Dodd, submitted four main ideas...ideas which were included in the Commission's report. Of course, the delegation also supported proposals of some of the other nations.

ANNOUNCER: Can you give a quick run-through of the four main points?

PMA: I'll try, _____. First of all, it was pointed out that the problems of better diets and price stabilization must be approached as part of the general expansion of production, employment, trade, and consumption.

ANNOUNCER: I see...that ties the FAO program into the proposals for an International Trade Organization.

PMA: That's right. In fact, the Trade Organization is considered as complementing the Food Organization. Then the second United States idea was that the problems of price stabilization can

PMA: (continued) best be met by separate but coordinated international agreements covering the commodities affected. And, third, that under these agreements, participating nations should consider using excess supplies for special food programs to help the diets of the needy.

ANNOUNCER: Well, that certainly ties together the two objectives of FAO.

PMA: Yes...and the fourth point places even more direct emphasis on the twin aims of agricultural stability and food for all. It is that coordination of national agricultural and nutritional programs is so important, that FAO should bring about annual consultation upon such programs among the responsible national officials.

ANNOUNCER: It seems that we're making progress...getting people to think about these international problems and to cooperate in making plans is a big part of the job.

PMA: I agree with you. Meantime, th ugh, we've got to think about tomorrow's meals and what's happening to our family's food.

ANNOUNCER: Okay...let's come back to news for the lady of the house. What have you for us this week?

PMA: How about a nice roast turkey...?

ANNOUNCER: Aren't you a little confused? This is February. Turkeys are for November and December...

PMA: Why?

ANNOUNCER: Well, because you can't...that is, you don't...well, I dunno.

PMA: It seems to me that when turkey offers one of the best bargains of the week, it's a pretty good thing to serve...regardless of what week it may be on the calendar.

ANNOUNCER: Hm-m-m...I suppose you're right.

PMA: Well, then, how about a nice roast turkey? There are gobs of gobblers right now, and prices are very attractive --- especially for the larger birds.

ANNOUNCER: How is it that there are so many turkeys now, when we always think of the turkey season as being in the fall?

PMA: One reason is because farmers raised 41 million of them in 1946... the second largest crop on record. Meantime, military purchases fell off. These two factors have resulted in our starting the year with cold storage holdings of more than 130 million pounds... or about 20 percent above last year.

ANNOUNCER: You know...come to think of it, a turkey would be just as appropriate for Washington's birthday as it is for Thanksgiving.

PMA: Sure. An American dish for an American holiday. And the turkey is one of the true native American birds.

ANNOUNCER: But I'll bet the wild turkeys that were found by the first explorers would hardly recognize their modern descendants.

PMA: That's true. Scientific breeding has produced a meatier and more tender turkey than the tough, gamey, and probably scrawny wild bird of the forest.

ANNOUNCER: I suppose this scientific breeding is one cause of the increased output of turkeys.

PMA: That, and progress in disease prevention. The last ten years have seen turkey production almost trebled. Of course, we're eating more, too. In the early thirties, the average consumption was about two pounds per person...now, it's up to four and a half pounds.

ANNOUNCER: Of course, one thing that stops a lot of people from buying a turkey is the size. A small family finds itself eating the same turkey for so long they begin calling it by its first name.

PMA: And that's the reason large turkeys offer such a bargain at present. The per pound price of birds over 18 pounds is considerably lower than the lighterweights. However, size isn't the obstacle it might be, as lots of folks found out by experimenting with half a turkey at Thanksgiving and Christmas.

ANNOUNCER: I did hear something about the half-turkey idea.

PMA: It's really quite a money-saver. Not only is the per pound cost less, but there is a higher proportion of meat to bone on these larger birds.

ANNOUNCER: Okay...I'm sold. Bring on the turkey. But now, what else is there on the docket this week? We don't want to miss anything.

PMA: Neither does the dairy industry. But the report is that there are about 25 million milk bottles missing from their jobs of carrying milk to homes of the nation.

ANNOUNCER: Bottle, bottle...who's got the bottle? Anyway, sounds like good business for the bottle makers.

PMA: Yes...but that's the catch. The manufacturers are short of certain basic bottle-making materials, and just can't keep up with needs. So we've just got to make quicker round trips with the milk bottles that are left.

ANNOUNCER: Makes a feller mad, though. Milk bottles are such fine places to keep old cotter pins and trout flies.

PMA: I know...they also make fine containers for left-over orange juice. But I think everyone would rather be sure he could get milk when he needed it.

ANNOUNCER: So the only thing to do is round up all the stray milk bottles and return them to your store or milkman.

PMA: Right. But be kind to your milkman...don't put all your accumulated bottles out on one day. By the way, _____ , before I get to the list of plentiful fresh foods...I have some information about frozen foods, and their supply.

ANNOUNCER: Shall we consider it as a supplement to the plentiful food report?

PMA: Well, you could, at that. Currently, stocks of frozen vegetables are at an all-time high...and almost double those of last year. And meantime, substantial quantities of frozen vegetables are starting to arrive from Cuba.

ANNOUNCER: So they've gone into the frozen food business, too.

PMA: Yes...just last week the first shipment of lima beans was inspected at Winter Haven, Florida, by U. S. Department of Agricul workers.

ANNOUNCER: Between stocks on hand, and those arriving, what seems to be the leading items?

PMA: Right now the frozen vegetables in heaviest supply are peas, corn, spinach, snap beans, limas, asparagus, and broccoli.

ANNOUNCER: In some cases, that list fills in gaps in the fresh produce supply, doesn't it?

PMA: We'll soon find out. Let's see...of that frozen foods list, only a couple of items are also plentiful in fresh form in this area --- and then only on some markets. Spinach and other greens, such as kale and collards, are in good supply on most markets.

((NOTE: Because of the strike in the Philadelphia market, supplies in that area should be checked locally before broadcast.))

ANNOUNCER: What about snap beans?

PMA: They're listed as plentiful in a few sections, but not generally so. The same holds true for broccoli.

ANNOUNCER: That clears up the doubtful cases...what's plentiful in <u>all</u> markets?

PMA: In passing, I might mention potatoes and onions --- the plentifuls of all plentifuls. Then you'll find cabbage in good supply... carrots...and turnips.

ANNOUNCER: How about fruit?

PMA: Apples, of course, are abundant on all markets. And citrus fruit continues to be available everywhere, bringing valuable vitamin C to winter diets. And right here, I'd like to branch out into a special fruit...one that we take pretty much for granted, but one that takes on special significance for Washington's birthday.

ANNOUNCER: You wouldn't be talking about cherries by any chance?

PMA: I certainly would. There'll be no difficulty in whipping up a cherry pie this year, for there are plenty of pie cherries available---many of them grown in New York and Pennsylvania.

ANNOUNCER: "Pie" cherries are the sour variety, aren't they?

PMA: That's right, _____. Actually, production of sour cherries in this section was a little below average...but up to now the sugar scarcity helped keep the demand down.

ANNOUNCER: Possibly the prospects of a little more sugar in April will encourage a few cherry pies for the coming holiday.

PMA: At any rate, the cherries are available.

ANNOUNCER: On the other hand, _____ I'm sorry to say that time is <u>not</u> available...which means we've got to bring this session on <u>YOUR FAMILY'S FOOD</u> to a close. Friends, our guest today was _____ _____ of the Production and Marketing Administration's office in _____.

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